

HINDUSTAN BUSINESS SCHOOL
PGDM-IV Trimester

Subject: International Business Operation
Code: PG4-IB2

Aims of the Course:

This module will provide students with the knowledge of how Businesses operate globally with regard to the International Environment and the key International Organizations and Institutions.

Contents

- The Global Picture: Globalization. Regional differences International Environment Introduction to the PESTLE Factors.
- Political / Legal Environments: An evaluation of the key aspects of these closely linked factors
- Socio / Cultural Environments: An analysis of the main social factors affecting International business with particular reference to cultural differences.
- Technical Environment: An examination of the global impact of Technology both Hi and Low.
- Ethical Environmental Influences: An evaluation of global impacts.
- Geographic Market Selection: Choice Criteria Market/Product/Entry Decisions.
- The Financial Environment: Purchasing Power Parity and law of one price, Exchange rate determination and regimes.
- Balance of payment and capital mobility. The Fleming Mundell model.
- Managing Financial Risk: Derivates, future and options, Strategies to manage the international financial Risk.
- Financial crisis, generation models predicting financial crises. East Asian crisis, current scenario.

Suggested reading:

- The International Business Environment (Global and Local Marketplaces in a Changing World) Janet MORRISON
- International Business (Concept, Environment & Strategy)
- Vyuptakesh SHALAN
- International Business Paul JUSTIN
- International Business K ASHWATHAPPA
- International Business Environment & Management VK BHALLA : S.SHIVA RAMU
- J. Hull, Fundamentals of Futures and Options Markets, 5th Edition.
- Hallwood, P. and R. MacDonald, (2000) International Money and Finance, 3rd ed. Blackwell.
- Peter Cannon Approaches to the balance of Payment Account, latest Edition.